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"40 years of successful strawberry plant culture"

1940 1940

C. S. PERDUE'S

40TH ANNIVERSARY CATALOG

MILLIONS OF "BEST QUALITY"

STRAWBERRY PLANTS

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U. S. Department of Agriculture.

From The Largest
Individually Owned and Operated

Strawberry Plant Farms

Of

C. S. Perdue, Owner and Manager

SHOWELL, MARYLAND

Phone: Berlin, Md. 13 F 3—Telegraph: Berlin, Md.
Express Office—Berlin, Md

ESTABLISHED IN 1900

1900 To 1940

40th ANNIVERSARY CATALOG

Friends and Customers Everywhere: I am pleased to send to you my 40th Anniversary Catalog of strawberry plants from the largest individually owned and operated strawberry plant nursery; famous for producing plants unequaled in quality, size and productiveness, which is attested by the fact that since my business was established in 1900 the strawberry growers located in all sections of the country under many and varying conditions or types of soil, etc., have used Perdue's Best Quality plants with the most gratifying results. I am very grateful to each and every one who has sent me their orders for strawberry plants, and for the confidence my customers have shown in their continued purchase of my plants. The sales of Perdue's Best Quality plants have increased each year since I first started to grow and ship strawberry plants in 1900. I now ship several millions of plants annually to the most successful strawberry growers and I am in a favorable position this year to render the services and furnish you the Best Quality strawberry plants obtainable. In conclusion, to those who have not ordered my plants, I would be pleased to receive your orders; confident that you will become one of my regular and satisfied customers. Soliciting your continued patronage, I am,

Very respectfully,
C. S. PERDUE

Member of the:
American Association of Nurserymen
and
Del-Mar-Va Peninsula Nurseryman's Association

Soil Preparation

To grow the superior type of strawberry plants that you purchase from Perdue we have found cowpea vines to be the most satisfactory for soil preparation.

C. S. Perdue inspecting a field of Cowpeas growing on his nursery farms.

Note the extreme large growth of cowpea vines which are disced and plowed in the land before setting out the strawberry plants here in my nurseries. The pea vines furnish the necessary humus in the soil for producing extremely large size, healthy, vigorous and yellow rooted plants that make the celebrated Perdue's "Best Quality" Strawberry Plants preferred by the most successful strawberry growers in all sections of the U. S. A. where strawberries are the most profitable crop grown.

ESTABLISHED IN 1900

1940

"40 Years of Successful Strawberry Plant Culture."

Read Why It Pays to Buy Perdue's "BEST QUALITY" Strawberry Plants.

1. Perdue's Nurseries are located on the Eastern Shore of Maryland in one of the largest strawberry producing sections in the world on U. S. Highway Number 113, near Showell, four miles north of Berlin, Md. and about four miles south of Md. and Del. line.

2. Perdue's plants are produced on a selected type of soil especially prepared and adapted to growing the very best type of vigorous, large size, yellow rooted plants of the best quality obtainable.

3. Proven Producers, Perdue's plants have an unexcelled record of over 35 years of successful strawberry production in all sections of the U. S. A. where they are cultivated for commercial purposes, market gardens, or for home gardens, in producing the finest quality of strawberries.

4. No cold storage; Perdue's plants are fresh dug from the fields and are not allowed to become dry or wilted befor they are packed for shipmnt. **Under no circumstances do we deviate from this practice.**

5. Perdue's Plants are packed in slatted crates with plenty of damp moss, so they will arrive in perfect condition for planting in your fields or gardens.

6. Perdue's Plants are definitely true to name and properly labeled. You are sure of getting the variety of plants you ordered. All plants are well cleaned up and tied in bundles of 25 plants each.

7. I am a grower and not a dealer in strawberry plants and have a very large acreage of them growing here in my nurseries under my personal supervision. I grow no other kind of Nursery Stock.

8. Prices of Perdue's "Best Quality" strawberry plants are very reasonable and will give as good or better results than other plants that you will pay higher prices for and much better results than cheap plants. Note prices of each variety on pages 8 and 9. For larger and more profitable crops of strawberries, order Perdue's strawberry plants. Send orders to:

Perdue's Strawberry Plant Farms, C. S. Perdue, Owner and General Manager, Showell, Maryland.

I want to express my appreciation for the confidence my customers everywhere have shown in the continued purchase of our plants. We shall strive as heretofore to merit our confidence in welcoming new customers.

Phone: Berlin, Md. 13 f 3; Telegraph: Berlin, Md.
Express Office, Berlin, Md.

Growing Strawberries

CULTURAL INSTRUCTIONS, ETC.

Any type of soil that will grow truck or garden crops or land that will grow good crops of corn, wheat, etc., will produce strawberries. It is desirable for best results to plant on land that is improved with barnyard manure or on naturally good soil, also by plowing down heavy foliage crops the fall or summer before plants are set fills it with humus which is very essential for successful strawberry growing. The land should be well prepared before plants are set and mark the rows about 3½ to 4 feet apart and plants set about 12 to 15 inches apart in the rows; with all the roots set straight in the ground and pack soil firmly around each plant. If the roots are clipped off a little, especially the large size plants, it will make setting better and easier.

Early spring is the proper time to set strawberry plants, as soon as weather conditions will permit getting the ground ready. In the South, February, March and early April; in the Middle States, March and April; in the Northern States, April. There is much that could be said about the culture of strawberries, but different locations and different types of soil make it impossible to give any definite set of rules, but they will respond quickly to good cultivation and good soil. Cultivation should begin soon after plants are set in the spring and continued frequently to insure good growth of the plants and to keep the rows free of vegetation during the summer months. Some hand work with the use of a hoe at intervals is also necessary during the entire growing season.

Most all strawberries are grown by the matted row system—that is to leave about all the runners on the parent plant to take root and make a wide row or fruiting bed, leaving enough room in the alley for the convenience of the pickers.

Manure and Fertilizer—Barnyard manure should be broadcast on the land after it is plowed and thoroughly worked in the soil as this method is very essential to the growth of the plants. It is also beneficial if used on the crop preceding strawberries. If necessary to use a commercial fertilizer it should be applied broadcast on the land and thoroughly cultivated in the soil before the plants are set. It is almost impossible to give the definite amount of fertilizer, also analysis of same required per acre, as that will depend on natural fertility of the land, variety of plants set, etc., as varieties like Chesapeake and Big Joe will require more per acre than some of the other varieties like Blakemore and Bellmar.

If it is necessary to make application of commercial fertilizers at any time after the plants are set do not apply when plants are wet as it will injure them. If applied when plants are dry it is better to use a broom to brush fertilizer off the plants. Do not set out the plants in rows where fertilizer has been applied in the rows unless applied a few weeks in advance, as it will cause the plants to perish and die.

Application of fertilizers for top dressing the bearing beds in the spring should be done before any new growth starts and the foliage should be thoroughly dry. Any material remaining on the leaves should be brushed off to prevent burning. The amount required per acre will depend somewhat on the variety and the natural fertility of the soil, as it is almost impossible for anyone not familiar with all the conditions to determine the proper amount required as a topdressing in the spring.

C. S. Perdue.

Capital $100,000 **Surplus $100,000**

BALTIMORE TRUST COMPANY
SELBYVILLE, DEL.

To Whom It May Concern:

This is to certify, that I have known Mr. C. S. Perdue for many years. He is a man of high moral character and has had many years of experience in growing fine strawberry plants. He gives all orders his personal attention thereby assuring his customers good, reliable stock and true to name. He carries a satisfactory account with the Baltimore Trust Company and we stand ready at any time to answer inquiries if requested. I am,

Yours truly,
R. B. Morris, Cashier.

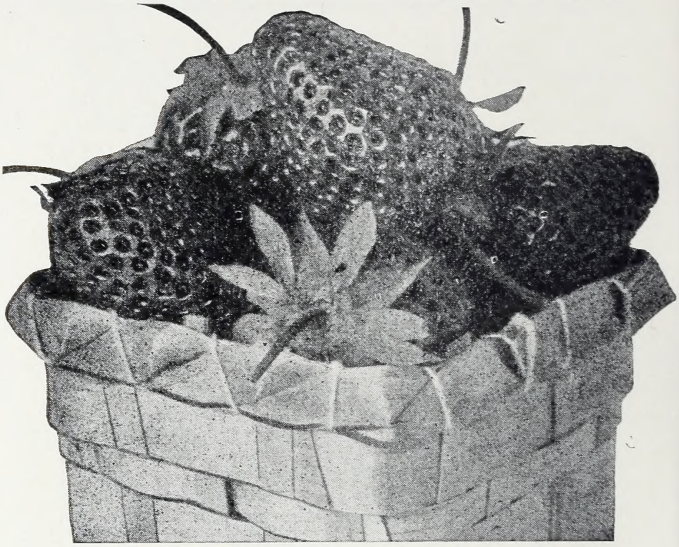
Member American Bankers Association
Member Maryland Bankers Association

CALVIN B. TAYLOR BANKING COMPANY
BERLIN, MD.,

To Whom It May Concern:

Mr. Charles S. Perdue of Showell, Md., owner of Perdue's Strawberry Plant Farms, has been one of our valued customers for a number of years and stands well in the community. His personal and business relations with us have always been pleasant and very satisfactory. Having devoted his time to the raising of plants, we consider him experienced, capable and desirous of giving his customers the best possible service. Very truly yours,

Reese F. Cropper, Cashier.



PREMIER (Perfect). Early. Perdue's Premier strawberry plants are high quality as I specialize in producing the best stock of plants. I have selected a typical location and soil for growing very large size healthy plants with an excellent root system. Perdue's Premier have an outstanding record for producing enormous crops of very large size berries bright red in color and of an excellent quality. They are planted by the most successful strawberry growers. I have received orders for Perdue's Premier plants from outstanding growers in all parts of this country ever since this variety became so popular. It is the very best early variety of strawberry in cultivation today. To all who have used Perdue's plants, you know their real worth and to all that contemplate ordering them, I solicit your orders as I am in a position to furnish you with better plants than you can get from other sources. Order Perdue's State certified Premier strawberry plants. Note the low prices on pages 8 and 9.

Hans Pfiitze of N. Y. writes: "I am very much pleased with the plants you sent me last year, so I am giving you another order for Premier."

March 27, 1939

FAIRFAX (Perfect). Early. This variety is inclined to make exceptionally large size plants producing only about 50% as many plants as Dorsett; but will make a perfect fruiting bed if planted on good soil. For best results they should be set on naturally good land or on an improved location on your farm. I selected an improved location here in my nursery for the Fairfax plants with the result that I have exceptionally large size plants of this variety with one of the very best root systems obtainable. This variety produces a good crop of extremely large size berries, very sweet and good quality. Perdue's Fairfax plants are 100% true to name, disease free and "State certified". Order some of them for this season's planting. Send your orders to me. Prices on pages 8 and 9.

John Slovak of N. Y. writes: "Received your 12,600 plants in fine condition. Please send me 2500 more plants as soon as possible." May 12, 1939

LeMoyne P. King of Maryland writes: "The plants were the best I ever got and were in the best of shape. I don't think we lost a plant." May 15, 1939

STRAWBERRY PLANT PRICE LIST

	25	50	100	200	300	500	per M 1000	per M 2000	per M 3000	per M 4000	per M 5000
PREMIER (Early)	$0.25	$0.40	$0.60	$1.00	$1.30	$1.75	$3.50	$3.45	$3.40	$3.30	$3.25
FAIRFAX (Early)	.25	.40	.60	1.00	1.30	1.75	3.50	3.45	3.40	3.30	3.25
CATSKILL (Midseason)	.25	.40	.60	1.00	1.30	1.75	3.50	3.45	3.40	3.30	3.25
BIG JOE (Midseason)	.25	.40	.60	1.00	1.30	1.75	3.50	3.45	3.40	3.30	3.25
DORSETT	.25	.40	.60	1.00	1.30	1.75	3.50	3.45	3.40	3.30	3.25
BLAKEMORE (New Type) Early	.25	.40	.60	1.00	1.30	1.70	3.00	2.95	2.90	2.85	2.75
BLAKEMORE (Old Type) Early	.25	.40	.60	.80	1.00	1.50	2.75	2.70	2.65	2.60	2.50
MISSIONARY (Early)	.25	.40	.60	.80	1.00	1.50	2.75	2.70	2.65	2.60	2.50
CHESAPEAKE (Late)	.25	.40	.65	1.00	1.50	2.50	4.75				
GEM Everbearing	.25	.40	.65	1.00	1.50	2.50	4.75	4.70	4.65	4.60	4.50
PROGRESSIVE Everbearing	.25	.40	.60	1.00	1.30	2.00	3.50	3.45	3.40	3.30	3.25
MASTODON Everbearing	.30	.60	1.00								

Delivered prices on request — Write for prices on quantity orders.

READ BEFORE ORDERING

EXPRESS is the best way to ship plants and generally satisfactory. We have a low express rate.

CLAIMS, if any, must be made upon receipt of the plants. I cannot become responsible for misfortunes caused by insects, drought, floods, etc., also for stock that is allowed to lay around your postoffice or railroad station or neglect of purchaser to care for stock after it has been received. I send out only good stock, in good condition, and carfully packed with a Certificate of Inspection from our State Entomologist and State Pathologist.

REFERENCES. Calvin B. Taylor Banking Co., Berlin, Md.; Baltimore Trust Co., Selbyville, Del.; Postmaster, Showell, Md. Please enclose a three-cent stamp when writing my references.

TIME OF SHIPMENT. November 1st to May 15.

NO CHARGE for package and delivery to transportation company.

WRITE YOUR NAME AND ADDRESS PLAINLY and give correct shipping instructions.

ORDER EARLY. Do not wait until you want the plants. All orders are acknowledged as soon as received.

C. O. D. Postage is the best way to ship plants parcels post. You do not have to include the amount of postage with your order. In this way you pay your Postmaster the exact amount of postage plus 12c additional for the Money Order and return it to me. It is very difficult to correctly estimate the exact postage required for each package of plants.

TERMS: Cash with order. Send correct amount.

REMIT by postal money order, check, bank draft or registered letter.

While I exercise the greatest care to have every plant **True-to-Name** I will not be held responsible for any sum grater than the cost of the stock should any not prove as represented.

PACKING. Perfect packing is my motto. The plants are packed for shipment in slatted boxes and crates with plenty of damp moss and are guaranteed to reach their destination in perfect condition if they are not delayed in transit. All of Perdue's plants are well cleaned up and securely tied in bundles of 25 plants each, properly labeled. **All plants are fresh dug at time of shipment.**

NUMBER OF PLANTS REQUIRED TO SET AN ACRE AT A GIVEN DISTANCE APART

Rows 24 inches apart, plants 12 inches in row	20,000
Rows 30 inches apart, plants 12 inches in row	17,000
Rows 36 inches apart, plants 12 inches in row	14,000
Rows 42 inches apart, plants 12 inches in row	12,000
Rows 36 inches apart, plants 18 inches in row	9,500
Rows 42 inches apart, plants 18 inches in row	8,000
Rows 48 inches apart, plants 18 inches in row	7,000
Rows 42 inches apart, plants 24 inches in row	7,000
Rows 48 inches apart, plants 24 inches in row	5,500
Rows 24 inches apart, plants 24 inches in row	11,000
Rows 30 inches apart, plants 30 inches in row	7,000

For hill culture, rows should be either 24 inches, 30 inches or 36 inches and plants set 12 inches in row.

For matted row system, rows should be either 42 inches or 48 inches and plants set 18 to 24 inches in row.

Dorsett Strawberries

DORSETT (Perfect). Early. Why not order Perdue's high quality Dorsett plants, the kind that are grown on land especially prepared for producing the best type of Dorsett plants to be found anywhere. My Dorsett plants are extreme large size and have a long and exceedingly heavy root system. They will do well and make an exceptionally fine fruiting bed that will produce large quantities of berries that are very large with fine flavor, good color and excellent quality. Send for Perdue's State Certified, true to name Dorsett strawberry plants and you will be pleased with the results. This variety succeeds on almost any type of soil. Note the low prices on pages 8 and 9.

MISSIONARY (Perfect). Early. Perdue's type of Missionary plants are enormously productive, yielding larger crops of strawberries than can be produced from any other stock of Missionary plants no matter where you get them. Perdue's Missionary plants are propagated from the parent plants that have been selected for their high yielding qualities. The plants are grown on a type of soil and in the most favorable location in the State of Maryland for producing the best quality of Missionary plants in this country. The plants are very large in size with a root system that cannot be excelled. Perdue's Missionary plants will make the finest and largest yielding strawberry fields in all sections of the country where Missionary strawberries are grown. Note the low prices on pages 8 and 9.

CATSKILL (Perfect). Is highly recommended as being the largest and most productive mid-season variety of strawberry yet introduced. It is a cross of Premier and Marshall and is an excellent grower, very large size plants producing enormously of very large berries, light red in color with a green cap and are very attractive in the package. My stock of Catskill plants are large in size with healthy foliage and have an excellent root system as they were grown on soil especially adapted to this variety. Order some of Perdue's Catskill plants, they are 100% true to name. Prices on pages 8 and 9.

———o———

Alexander Neborski of Conn. writes: "Enclosed find my check and order for more plants. I bought plants from you before and liked them very much."
March 11, 1939

C. H. Gathers of Penna. writes: "Please send catalog. I am a good booster for your plants. The other ones I got from you were wonderful." March 13, 1939

Maynard Meguiar of Tenn. writes: "If possible, please ship the Premier plants to arrive between March 15 and 20. I can buy cheaper than you quoted me, but I like to buy where I can get true to name Premier." March 8, 1939.

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"40 Years of Successful Strawberry Plant Culture."

BIG JOE (Perfect). Midseason to late. A profit maker and one of the very best varieties to plant for nearby and local markets, also for market gardeners and those who sell on a roadside market or at the farm. The berries are very large size, bright red color, of excellent flavor, with green caps and a very attractive appearance in the package. Plants are strong growers and wonderfully productive. Does well on any soil that will produce strawberries, but responds to a fertile soil and good care. I have a very large and fine stock of large size, well rooted, State certified, disease free, 100% true to name Big Joe Price list on pages 8 and 9.

CHESAPEAKE (Perfect). Late. This is very well known and recommended to be one of the best late varieties to plant for profit and is extensively planted by strawberry growers for market as well as for table use. The berries are very large size, unsurpassed in quality, flavor and firmness. The foliage is strong and vigorous, maintaining its health and vigor through the fruiting season. For best results Chesapeake should be planted on well manured land with frequent cultivations and hoeing to keep the plants growing well throughout the season. Chesapeake usually escapes the frost by its habit of late blooming. Order Perdue's Chesapeake and get plants that are State certified, disease free and 100% true to name. Price list on pages 8 and 9.

BLAKEMORE (Perfect). Early. New type Special Strain YELLOWS FREE. I am offering this year good Blakemore plants, free from yellows, or yellows resistant. The plants are healthy, large size, vigorous and very productive; bearing enormous quantities of large size, light red berries with bright green caps and are very popular with the buyers on account of their good keeping qualities. They are very firm and will stand long distance shipment Perdue's Blakemore plants are unequaled in quality, as they are produced on a type of soil especially adapted to growing large size plants with long fibrous roots; just the kind of plants that do well and make a nice fruiting bed. I have a fine stock of this variety of plants to offer. Order Perdue's YELLOWS FREE BLAKEMORE plants. Price list pages 8 and 9.

BLAKEMORE (Perfect). Early. OLD TYPE. I have a large stock of this type of Blakemore plants. All the yellows plants have been rogued out at intervals during the growing season and they are the best stock of this type of Blakemore available. The season of 1939 was very favorable here for producing an unequaled quality of this variety of plants. The plants are very large size with long fibrous roots and I have always had large crops of fine strawberries from this type of Blakemore plants. I will be pleased to receive your orders. Price list on pages 8 and 9.

Everbearing Varieties

GEM (Perfect). Fall-bearing. This new everbearing variety is suited to nearly all types of soil. It makes a vigorous growth of strong and healthy plants that are enormously productive of very large size bright red berries of excellent flavor and good quality. A wonderful new everbearing strawberry. Considered by leading strawberry growers to be the best variety yet introduced. I have a large and fine stock of Gem plants to offer and I will appreciate your orders for them.

PROGRESSIVE (Perfect). Fall-bearing. The best variety of the Fall-bearing to plant. I have a selected stock of Progressive plants to offer; grown on land that produces the finest stock of Progressive plants that are very productive of the best quality berries of a bright red color and excellent flavor. They are the best everbearing strawberries you ever ate. In plant growth they are very vigorous and healthy and considered the best kind to plant by many growers, being a wonderful Fall-bearing variety. Order Perdue's State certified, disease free, 100% true to name Progressive plants.

MASTODON (Everbearer). The King of all everbearing strawberries. Harvest a crop three months after planting the plants and continue to pick the berries 'till frost comes. A few thousand Mastodon plants planted on good soil and cared for means an independent income. The crop the following spring almost equals our best one-crop varieties. They require good, fertile soil, and if given this and good cultivation they will delight you with a fine crop of large, beautiful, luscious berries. Our stock of Mastodon plants are genuine and selected for productiveness. Be sure and order some for this spring planting. The best everbearing berry yet introduced. This variety is supreme among all everbearing varieties. It outyields some of our best June bearing sorts during the season and continues to bear throughout summer and fall, berries of amazing size and superior quality, being very firm and attractive. For best results newly set plants should be disbudded up to July 1st. They will then bear till frost. This variety is especially recommended for its growth, size, quality, flavor and firmness.

Note price list on pages 8 and 9.

PERDUE'S STRAWBERRY PLANT FARMS

C. S. PERDUE, Owner and General Manager

SHOWELL, MARYLAND

MAY WE QUOTE

Delivered Prices

As the prices quoted in our catalog are all F.O.B. Showell, Maryland, the Purchaser to pay transportation charges, should you desire Prepaid Prices to your nearest EXPRESS office or Post Office please list below the quantity and variety of plants you are interested in. We will give you just the amount they will cost, all transportation charges PREPAID.

Name _____

Post Office _____

Express Office _____

County _____ State _____

To be shipped about _____ 1937 by Express ( ) Parcel Post ( )

QUANTITY	VARIETY WANTED		

If you are beyond the second zone (150 miles), 1,000 plants or more will cost less by EXPRESS. Or if you are beyond the third zone (300 miles), 500 plants or more will cost less by EXPRESS.

The above plants by EXPRESS Prepaid ..... $_____

The above plants by Parcel Post Prepaid ..... $_____

I accept the above quotation and Date of Order _____

enclose $_____ Signature _____

Ship plants on or about _____

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PLEASE USE THIS ORDER SHEET

PERDUE'S STRAWBERRY PLANT FARMS

C. S. Perdue, SHOWELL, MARYLAND

Send to _____ R. F. D. _____

Post Office _____ Box _____

Ship by _____ Shipping Station _____

County or Street _____ State _____

Date of this order _____ Ship on or about _____

Amt. Enclosed: Check $_____ Money Order $_____ Stamps $_____ Cash $_____

NOTE: If sold out of variety ordered shall I substitute ( ) or return money ( )? Mark X in bracket to show which you prefer.

TERMS: Cash with order. Receiver to pay transportation charges. Be sure to write name and address plainly and give correct shipping instructions.

Be sure to inclose correct amount of money to balance your order so as not to delay shipment.

ORDER EARLY. All orders are acknowledged as soon as received. Shipping season Nov. 1st. to May 15th.

Quantity		Kind and Variety Wanted	Size	Price	Total	

FROM

Name _____

P. O. _____

R. F. D. _____ State _____

PERDUE'S STRAWBERRY PLANT FARM

C. S. PERDUE, Owner & General Mgr.

PERDUE STRAWBERRY PLANTS

SHOWELL, MD.

Order Perdue's Garden Collections and you will have a fine bed of strawberries that will be a source of satisfaction to you throughout a long ripening season. You will have fresh strawberries for your table use, also for canning and preserving.

PERDUE'S GARDEN COLLECTION NO. 1

250 Plants For $1.00.

50 Blakemore, 50 Dorsett, 50 Fairfax, 50 Premier, 50 Big Joe,

via parcels post or express, purchaser to pay transportation charges.

COLLECTION NO. 2

500 Plants For $2.00.

100 Premier, 100 Dorsett, 100 Blakemore, 100 Progressive (Fall-bearing), 100 Big Joe,

via parcels post or express, purchaser to pay transportation charges.

COLLECTION NO. 3

1000 Plants For $4.00.

250 Premier, 250 Dorsett, 250 Big Joe, 250 Progressive (Fall-bearing),

via parcels post or express, purchaser to pay transportation charges.

Perdue's Postpaid Garden Collection No. 4

100 Plants For $1.00

25 Premier(Early), 25 Big Joe (Late), 50 Gem (Everbearing).

via parcels post prepaid.

Perdue's Postpaid Garden Collection No. 5

100 Plants For $1.00

25 Dorsett, 25 Fairfax, 50 Progressive (Everbearing).

via parcels post prepaid.

William Sherard of Mo. writes: "I received plants in fine shape. They were much better than I expected; in fact, the best strawberry plants I ever saw. Should I learn of anyone in need of plants, I would gladly refer them to C. S. Perdue.

P. S. Say and the count was great. Had a few over 1,100 in all. Thanks for the extra plants." W. S.
Feb. 28, 1939

F. G. Miller of N. J. writes: "Enclosed find order for plants. I would say the strawberry plants I bought from you last spring, look nice and healthy. I regret I can purchase so few as I have only a small farm." March 27, 1939.

40TH ANNIVERSARY CATALOG

1900 1940

PERDUE'S Best Quality, yellow rooted Strawberry Plants have pleased the strawberry plant buyers for over 35 years.

Grown At

Perdue's Strawberry Plant Farms

C. S. Perdue, Owner and General Manager

SHOWELL, MARYLAND

The Tingle Printing Co, Pittsville, Md.